

Children, Privacy Prime Factors for Buying Home

By REYNOLDS KNIGHT

Lots of persons buy houses, but did you ever wonder why? A recent study by a leading management consulting firm disclosed some interesting motivation factors on the part of home buyers.

The three prime reasons why people buy houses, according to the study, are children, privacy and convenience. Ranked fourth was the thought that a home means "individuality and independence" and lowest-rated was the feeling that suburbia is a place for "socializing and entertaining."

The study also determined that women naturally tend to want a home of their own. Men, on the other hand, disagree with their better half's inclination and claim that

they invest in a home because they prefer paying off a mortgage rather than "wasting" money on a landlord.

Children, however, are a major factor in settling any bickering between parents on the wisdom of buying a house. The study showed that children provide a constant stimulus to apartment dwellers to relocate in bigger quarters in the suburbs.

J. H. BINGER, board chairman of Honeywell, Inc., sees the long awaited turn around in housing starts beginning. "For the first time in 15 months we are optimistic about housing starts," says Binger. "In fact, we believe that the long-forecast upturn has begun."

The Honeywell executive

cautioned that it may be several months before the effects of improved housing reflect themselves in Honeywell results. Orders for home comfort controls and equipment Honeywell manufactures are among the last ordered for homes. "Although economists have been forecasting an upturn in housing for some time, it has been slower in coming than expected. Now we feel that we are seeing the beginning of a rising trend that should continue for several years," Binger said.

Binger cited the fact that vacancy rates are down, creating the greatest pent-up demand in several years and noted that family formations are rising. The rate of increase in housing starts may

be tempered to some extent by high interest rates and the influences of the Vietnam war, but this will only be a matter of degree, Binger predicts. He said the evidence seems to support forecasts that housing starts in 1968 will be up a minimum of 10 per cent.

A NEW YORK department store has installed a nursery on its premises and calls it the "Mischief Makers' Club." Toddlers left there by shoppers are entertained with songs, dancing and closed-circuit telecasts of old Our Gang and Laurel & Hardy comedies. . . . A puzzlement: an American kosher-style delicatessen started last year in Hong Kong has gone into bankruptcy. . . . A zoo re-

cently unveiled six oil paintings done by its more talented simian inmates.

The U.S. cigarette industry expects to remain on the receiving end of strong smoking-health attacks in 1968. However, leading manufacturers — backed by the U.S. Department of Agriculture — unanimously predict higher cigarette sales next year.

P. Lorillard Co., maker of Kent and True cigarettes and the oldest tobacco firm in the U.S., recently suggested three basic reasons for industry confidence in higher sales:

"We believe sales will keep rising at their current moderate rate, due not only to lack of public confidence in the case of anti-smoking groups," the company said,

but also to a still-growing smoking population and to heavier shipments to armed forces personnel."

IN ADDITION to a general over-all increase in cigarette consumption—the vast majority involving filter brands —Lorillard predicted anti-smoking publicity would stimulate renewed consumer interest in cigarette-size "little cigars," as well as pipe tobaccos.

Like to cook fast? There's a new Roll-A-Grill speed fryer that cooks chicken from raw to finished in a matter of eight minutes. . . . A do-it-yourself kit for skiers is available. It contains blueprints showing how to fashion ski poles for beginning adult skiers and children. . .

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